



## ABOUT ECOSTARS

ECOSTARS Europe promotes more efficient and cleaner freight and passenger transport. ECOSTARS Europe sets up seven fleet recognition schemes in six countries, and supports the original scheme in South Yorkshire, UK.

### TAILOR-MADE SUPPORT

Each ECOSTARS scheme rates vehicles and operating practices using simple star rating criteria, to recognise levels of environmental and energy savings performance. Operators then receive tailor-made support to ensure the fleet is running as efficiently and economically as possible, to help them progress to higher ratings within the scheme.

### DEVELOPING COMMON SCHEME STANDARDS ACROSS EUROPE

Development of ECOSTARS schemes is guided by a European external reference group building on the existing common scheme standards. The project will also produce a guide for local authorities on setting up local ECOSTARS schemes so that the lessons from the project can be used in the future.

ECOSTARS Europe is a 3 year project funded by the Intelligent Energy Europe (IEE) II Programme for 2010. The project commenced in June 2011 and is due to finish in May 2014.

[www.ecostars-europe.eu](http://www.ecostars-europe.eu)

## EDITORIAL

### Achieving cleaner transport

The European Commission-funded project ECOSTARS Europe is now half way through its project lifetime. The objective: Provide cities and regions across Europe with a means to engage with fleet operators on environmental performance. The state one and a half years later: the scheme is now ready to be adopted by authorities all across Europe. Common scheme standards have not only been developed, they have also just gone through revision.

This newsletter updates you on the changes to the assessment criteria, the ECOSTARS European reference group and takes a closer look at ECOSTARS in Edinburgh in this issue's "Scheme in the Spotlight". Also, read what has happened recently at local ECOSTARS schemes in the UK, Spain and Italy.

ECOSTARS is keen to provide advice and support to other local authorities and stakeholders that are interested in getting involved in ECOSTARS. Don't miss the opportunity to meet the ECOSTARS team in person at upcoming conferences like TAP 2012 and the 2012 Polis Conference. Also engage with ECOSTARS on twitter or facebook to stay informed.

We look forward to meeting you and wish you a pleasant read!

The ECOSTARS Europe team



**The ECOSTARS project newsletter is released twice a year.**

**To regularly receive ECOSTARS news subscribe online:**

<http://ecostars-europe.eu/en/Secure-Area/Create-Profile/>

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## 300 ECOSTARS VEHICLES IN SOUTH EAST SWEDEN



Gunvor Munck, Manager Director of Börjes Koncernen, receives the ECOSTARS fleet assessment certificate. Photo: Fredrik Mårdh, ESS

After a little bit of a slow start, ECOSTARS in South East Sweden is now on track. Today, more than 300 vehicles run by 7 fleet operators are part of ECOSTARS, with the aim of reaching 350 vehicles by summer next year.

The scheme in Sweden got their first few members in autumn, which included Börjes Koncernen, one of the largest fleet operators in southeast of Sweden. The company began in 1947 with just one person and a truck, while today, Börjes Koncernen has grown to around 400 employees and operates over 200 trucks.

Other new members are Börjes Logistik & Spedition and Food Tanker. Börjes Logistik & Spedition transports general cargo and dangerous goods (ADR) internationally and operates around 40 trucks. Food Tanker focuses on tank transports and operates its 60 trucks European-wide.

In the coming six months, ECOSTARS in South East Sweden will focus on involving municipalities to spread the concept. Also next year, a workshop will be organised for interested stakeholders and scheme members to exchange information on best practice regarding topics such as energy efficiency and fuel management methods.

[www.ecostars-sydost.se](http://www.ecostars-sydost.se)

## NEW MEMBERS IN THE ORIGINAL ECOSTARS SCHEME IN SOUTH YORKSHIRE



ECO Stars<sup>TM</sup> in South Yorkshire was the starting point for more ECOSTARS schemes to develop across Europe

The South Yorkshire ECO Stars scheme has welcomed four new members into the scheme since 1 June 2012.

### Asda

Asda is one of the largest supermarkets in the UK. They are a 5\* operator with 79 vehicles based at three depots in Wakefield that serve South Yorkshire.

### Norbert Dentressangle

Norbert Dentressangle is one of the largest logistics operators in Europe. They are a 5\* operator with 40 vehicles based in Doncaster and Barnsley delivering glass products for Ardagh Glass.

### Boots

Boots is the largest chemist chain in the UK. They are a 5\* operator with 63 vehicles based in Nottingham that serve South Yorkshire.

### Canute Group

The Canute Group are one of the fastest growing, global supply chain providers. They are a 4\* operator with 84 vehicles based in Worksop serving the retailer Wilkinsons.

Congratulations to them all for achieving ECO Stars membership.

[www.care4air.org/ecostars/](http://www.care4air.org/ecostars/)

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## NEW SCHEME ASSESSMENT CRITERIA (2012-2016)



Regular update of the scheme assessment criteria is necessary to keep them credible and relevant.

Since the development of the original ECOSTARS Scheme in the autumn of 2008, time and vehicle technology have both moved on. The scheme has now expanded to many countries and regions leading to a much greater membership.

It is important for the success of ECOSTARS and continued value of the scheme to its members that the assessment criteria remain relevant and credible. The vehicle and fleet assessment criteria that lead to the ECOSTARS ratings (for individual vehicles and the overall operation) are an important part of the way the scheme operates. However, the upcoming Euro VI standard was not fully known in 2008 and was not included in the current scheme criteria.

New vehicle and operator assessment criteria have now been developed on behalf of the ECOSTARS Steering Group of Authorities, in consultation with members. The assessment criteria are now being rolled out to all schemes following a trial in the UK in September/October 2012.

Keep the assessment criteria credible and relevant, by:

- a) Extending the star rating upwards to give coverage to newest technologies (Euro VI) by the scheme;
- b) Give extra accreditation to Zero Emission Vehicles (Electric and Hydrogen); and
- c) Increasing the minimum standard necessary to receive recognition for individual vehicles while still welcoming operators of older vehicles into the scheme and rewarding emission reduction or operational efficiencies applied to their vehicles.

Additionally the new criteria improves the way booster stars are applied, including: Halt the current approach of awarding a booster star for emission control equipment fitted as standard to Euro IV and V vehicles.

The new criteria look after existing members by allowing them to keep their current star rating for their vehicles and overall operation for a defined period of time (i.e. 'grandfather' rights).

The next criteria review is expected to take place over a similar four year cycle in 2016.

## ECOSTARS REFERENCE GROUP EXCHANGED ON IMPLEMENTATION STRATEGIES



In June, the ECOSTARS reference group met in Rotterdam. (Photo: Hannah Anthonisz)

External experts from across Europe engage with ECOSTARS through its Reference Group. The group met the project consortium in June this year.

The last ECOSTARS reference group meeting was held in Rotterdam in June 2012. It was held in combination with the project meeting and therefore, attended by both reference group members and project group members.

The reference group members were briefed on the project performance, specifically in the member regions concerning implementation and implementation strategies. The meeting itself handled questions concerning marketing and implementation strategies. Group discussions during the meeting provided valuable input for the ongoing implementation process. The meeting also raised upcoming questions concerning transferability which will be one of the key topics for the next reference group meeting.

The reference group for ECOSTARS currently consists of about 20 people from a wide range of relevant types of organisations in the participating regions. The reference group is an important forum for the project and has several functions, such as validating project findings and providing input for the adaption of the ECOSTARS scheme to national and regional settings.

Reference group meetings take place in combination with consortium meetings to provide a platform for discussions between the project group and the reference group and to secure continuous input from the reference group to the actual project.

The next reference group meeting will be held in Parma in March 2013.

For anyone interested in joining the European reference group for ECOSTARS, please contact Fredrik Orwén at [Fredrik.orwen@wspgroup.se](mailto:Fredrik.orwen@wspgroup.se).

## SUPPORT FOR LOCAL AUTHORITIES ACROSS EUROPE TO SET UP LOCAL ECOSTARS SCHEMES



The ready-made scheme is available to authorities across Europe interested to set up their ECOSTARS scheme.

Within the European project not only do the project partner cities benefit from ECOSTARS: The scheme can be implemented in any local or regional environment looking to increase engagement with industry to reduce air pollutants and carbon emissions.

ECOSTARS Europe encourages authorities across Europe to set up local ECOSTARS schemes, and the common scheme standards and assessment criteria are available for application across Europe. For example, in the UK four additional schemes have launched, inspired by existing scheme successes – Mid-Devon, Thurrock, Falkirk and Gedling – and have sourced different public funds for air quality, economic efficiency and carbon management.

In addition to offering the ready-made scheme, the consortium supports authorities who wish to set up their own ECOSTARS scheme. A tool kit can be provided including common scheme documents, case studies with first-hand experience which give valuable advice on the expected work load and budget estimations, and training for new auditors. At the end of the project a full guide will be available for local authorities interested in setting up ECOSTARS schemes so that the lessons from the project can be used in the future.

For more information, please contact Mark Fell, [coordinator@ecostars-europe.eu](mailto:coordinator@ecostars-europe.eu)

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## MANY VEHICLES ALREADY DISPLAY THE ECOSTARS STICKER IN CANTABRIA



ECOSTARS stickers give the scheme visibility in Cantabria. Photos: CTL Cantabria

Operators joining ECOSTARS Cantabria have begun to place ECOSTARS recognition stickers on vehicles.

In Cantabria many vehicles participating in the local scheme drive throughout the region's roads showing their ECOSTARS recognition seal. Thus, travellers, drivers and pedestrians have started to become familiar with ECOSTARS certification as a seal of good environmental performance, highlighting the importance of sustainable transport for environmental sustainability.

[www.ecostars-cantabria.eu](http://www.ecostars-cantabria.eu)

## ECOSTARS LAUNCHED IN PARMA



The municipality of Parma launched ECOSTARS in September this year. Photo: InfoM

On 27 September the local ECOSTARS Parma scheme launched and this great occasion saw transport professionals exchange information about city logistics.

The launch of ECOSTARS Parma was organised by Infomobility S.p.a. and Municipality of Parma. The launch event was attended by expert speakers from transport, sustainable mobility and logistics and by an audience of fleet operators from Parma and Emilia Romagna.

During the meeting, the Municipality of Parma shared their policies on city logistics and mobility in urban areas. There was also a presentation about city logistics in Europe, trends and experiences given by the Institute of Transport and Logistics of Bologna. Finally, one of the ECOSTARS partners, ISIS from Rome, explained the technical activities of the ECOSTARS scheme.

[www.ecostars-parma.org](http://www.ecostars-parma.org)

## ECOSTARS EDINBURGH MEMBER WINS SCOTTISH GREEN AWARD



How Lothian Buses has worked with the City of Edinburgh Council impressed the Scottish Green Awards jury. Image credits: Lothian Buses.

Several of the inaugural members of ECOSTARS Edinburgh have recently undergone reassessment.

Three of our original five star members, City Circle Coaches, Haggis Adventures and Highland Explorer Tours have all added to and improved the overall quality of their fleets and all have retained their five star rating.

Two others, Pollock (Scotrans) and Greggs have improved their star ratings. Pollock (Scotrans) originally joined as a three star member but have upgraded to five stars through the addition of a number of high quality vehicles to their fleet and implementation of a number of operational improvements. Greggs have now upgraded from being a four star to a five star member. Greggs achieved this through reduction of their fleet profile made possible by the implementation of new operational practices.

The improvements by these five members will help make a positive contribution to air quality in Edinburgh.

Congratulations are also due to Lothian Buses who beat off stiff competition to win the accolade of "Best Green Large Company" at the Scottish Green Awards. The judges were especially impressed by the way that Lothian Buses has worked with the City of Edinburgh Council to ensure that their cleanest buses are run on those routes where early air quality improvements are required.

[www.ecostars-edinburgh.org](http://www.ecostars-edinburgh.org)

## MID DEVON ECO STARS LAUNCHES TAXI CATEGORY



Mid Devon ECO Stars launched a new taxi category for scheme membership.

The successful green fleet recognition scheme, ECO Stars, has expanded to include taxi and private hire vehicle operators through a grant from the UK Government so they too can gain recognition for their part in improving local air quality in Mid Devon through running their fleet efficiently.

Lord de Mauley, UK Parliamentary Under-Secretary for Waste Management and Recycling at Defra, supports the latest improvements to the ECO Stars Fleet Recognition Scheme in Mid Devon.

Lord de Mauley said, "We want to keep improving air quality and reduce the impact it can have on human health and the environment. Local authorities are key to doing this and I congratulate Mid Devon District Council on introducing the ECO Stars scheme as part of its work in tackling emissions and improving local air quality."

Local taxi and private hire vehicle operators attended the launch event held at the Town Hall in Tiverton to present a certificate to Parkway Taxis - the first taxi operator to sign up to the scheme - along with officers and elected Members from Mid Devon District Council (MDDC). Simon Trevelyan, Business Manager at Parkway Taxis, said "We're proud to be the first taxi operator to sign up to the ECO Stars scheme in Mid Devon. Being part of the ECO Stars scheme means we can show others how we manage our fuel consumption and gain recognition for cutting carbon dioxide in our local area."

MDDC Head of Environmental Services, Paul Williams, said: "Mid Devon District Council wishes to develop the strengths of the already successful ECO Stars Fleet Recognition scheme in Mid Devon so that more local-based, smaller fleet operators participate in the scheme. Local enhancement will work further to develop the ECO Stars scheme and maximise the potential for harder to reach, local fleet operators with fewer vehicles in Mid Devon to join."

By joining the Mid Devon ECO Stars Fleet Recognition scheme, taxi operators can gain recognition for their commitment to improving efficiency, reducing fuel consumption and reducing emissions – all helping to improve local air quality in Mid Devon. Operators of taxis and private hire vehicles have the opportunity to cut costs of up to £330 per vehicle (estimated) and improve environmental performance by cutting fuel consumption through joining the scheme.

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“GAINING INSIGHT INTO THE WORLD OF FLEET OPERATORS”



Councillor Lesley Hinds presenting David Fraser of Henry Colbeck with their 4\* Membership Certificate.

Edinburgh, capital city of Scotland is governed locally by the City of Edinburgh Council, whose administrative area contains the city itself, the airport and a number of smaller settlements, including Queensferry, Kirkliston, Currie and Ratho, as well as some rural areas.

Along with all Councils in the UK, Edinburgh has tough air quality targets to meet. Edinburgh's issues relate to nitrogen dioxide (NO2) and fine particles e.g. PM10, a significant proportion of which have been attributed to the volume of diesel-engined road vehicles operating on its roads. This has led to the Council declaring three Air Quality Management Areas and a resultant need to improve air quality.

The City of Edinburgh Council is pursuing a range of measures towards improving air quality for its residents, businesses and visitors and is committed to doing so as far as possible through voluntary means. ECOSTARS is one such measure and Edinburgh is the first Scottish local authority to introduce the scheme. The free, voluntary nature of ECOSTARS fits well with the Council's commitment to working alongside fleet operators to help reduce emissions.

ECOSTARS Edinburgh was formally launched in January this year at a workshop attended by elected members, council officials and inaugural scheme members. Nineteen fleet operators have now been recruited to the scheme, taking the number of vehicles registered to over two thousand. Twelve operators have attained the best possible 5-star rating. Members derive from all sectors including freight, passenger transport and local authority although the majority of those operators transport goods.

We have found that those members of the Edinburgh scheme that are national companies are also members of one or more of the six other UK ECOSTARS schemes. The consistent operational standards across the schemes would appear to encourage multi-scheme membership and this should help further as more local authorities adopt ECOSTARS.

*“Regular meetings with scheme members allow to learn how the operators feel they could work with the Council”*

A number of the Edinburgh scheme's inaugural members have recently undergone re-assessment. Three of our original 5-star members have added to and improved the overall quality / standard of their fleets and retained their original five star rating.

Two other members have improved their star ratings. One of those originally joined as a 3-star member but has since upgraded to 5-stars through the addition of a number of high quality vehicles to their fleet and implementation of a number of operational improvements. The other has now upgraded from 4-star to 5-star membership by implementing improved operational practices.

The improvements by these 5-star members will help make a positive contribution to air quality in Edinburgh.

It is hoped that other members find their tailored roadmap for operational improvements - produced by TTR Ltd, technical managers for ECOSTARS Edinburgh - similarly useful.

Edinburgh's ECOSTARS team hold regular meetings with members to discuss topical issues and learn how the operators feel they could work with the Council to improve their environmental performance in the city. To stimulate discussion, presentation and discussion sessions are developed to enable sharing of best-practice and provide a forum to discuss key current issues.

Through these sessions we have gained an insight into the world of fleet operators, their needs and priorities. Feedback about the scheme and meeting outcomes will be presented to the Council's Transport and Environment Committee. The next members' workshop is scheduled for March 2013.

In conclusion, we feel that ECOSTARS is allowing us to engage more meaningfully with fleet operators on a voluntary basis and has demonstrated its effectiveness in securing improvements that will benefit air quality in Edinburgh.



Ann Connolly is Environmental Health Officer at the City of Edinburgh Council. Learn more about ECOSTARS in Edinburgh on 29 November 2012 during Ann's presentation at the 2012 Polis Conference, session "Reducing the impact of transport on air quality"

[www.ecostars-edinburgh.org](http://www.ecostars-edinburgh.org)

CALENDAR

**26-27 November 2012**  
19th International Transport and Air Pollution Conference 2012 (TAP2012) - Thessaloniki, Greece

Visit ECOSTARS' poster presentation on: "Faster introduction of cleaner vehicles and operations: The ECOSTARS Fleet Recognition Scheme"  
[www.tapconference.org](http://www.tapconference.org)

**29-30 November 2012**  
Annual Polis Conference 2012  
Perugia, Italy

Meet ECOSTARS during the session "Reducing the impact of transport on air quality". A presentation will be given on "How to promote cleaner vehicle movements in your city or region: The ECOSTARS Fleet Recognition Scheme in Edinburgh (UK) and Ostrava (CZ)"  
[www.polisnetwork.eu/annual-conference](http://www.polisnetwork.eu/annual-conference)

**6-7 March 2013**  
ECOSTARS Reference Group meeting  
Parma, Italy

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[www.care4air.org/ecostars](http://www.care4air.org/ecostars)

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